

FIG. 1

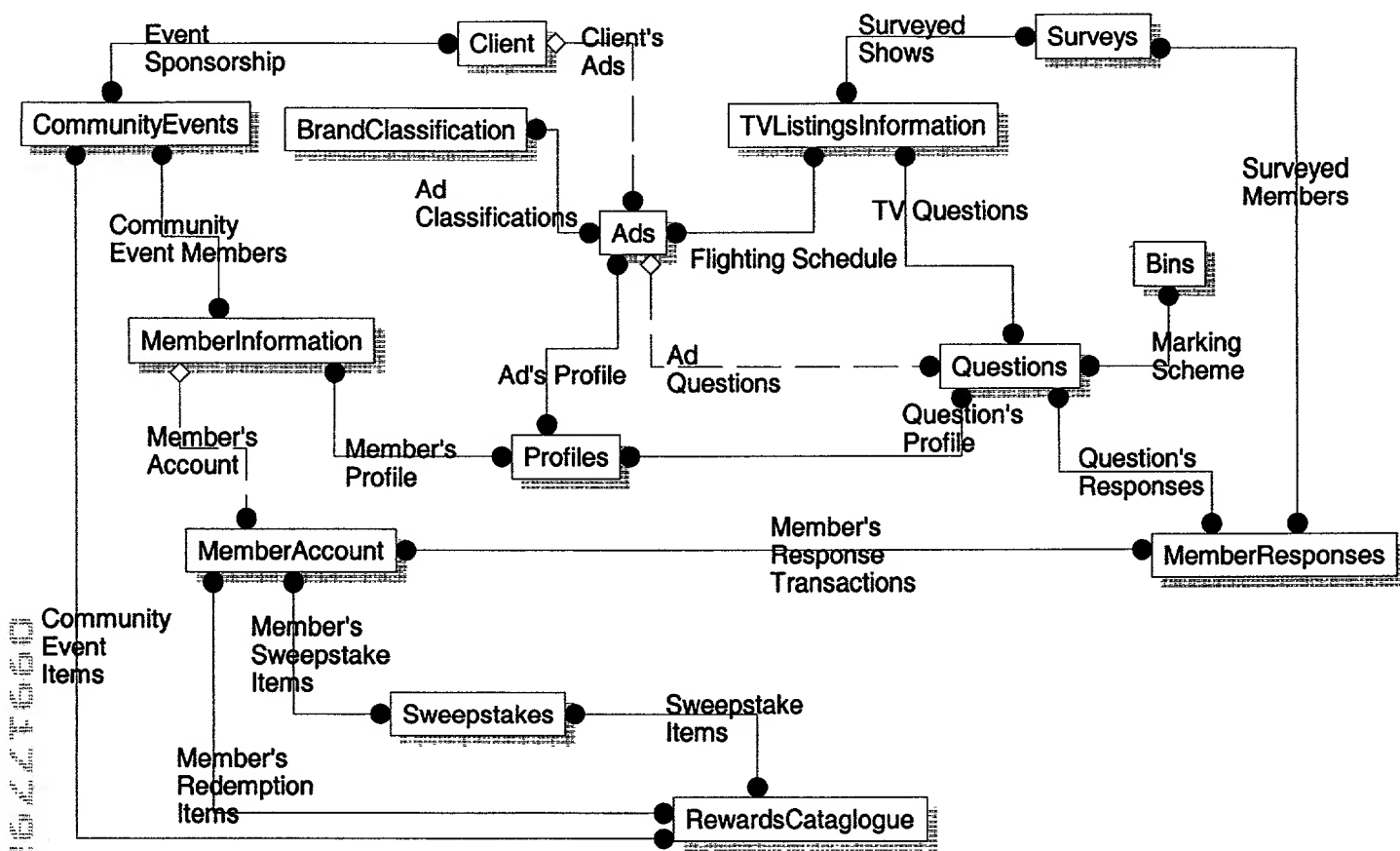


FIG. 2

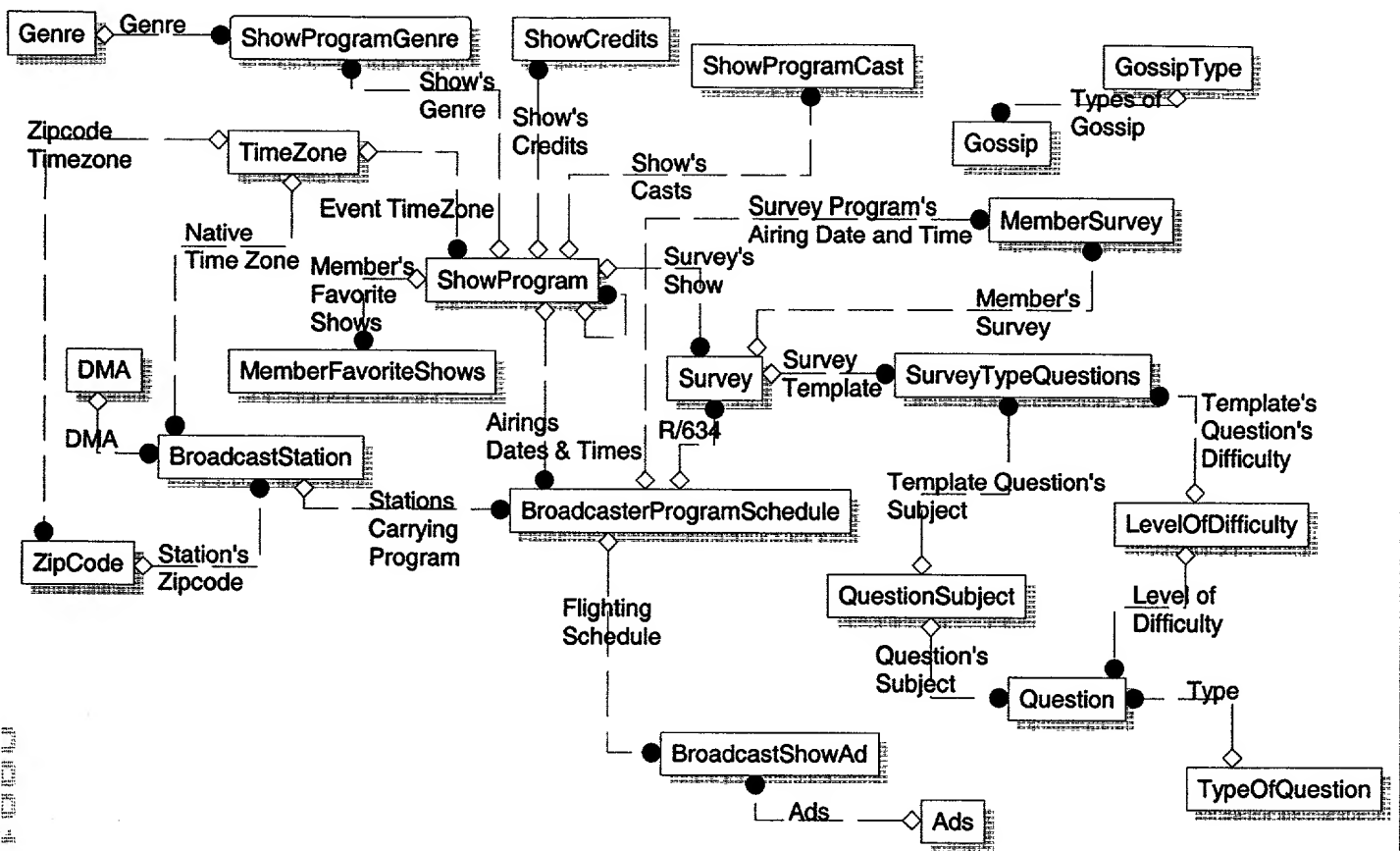
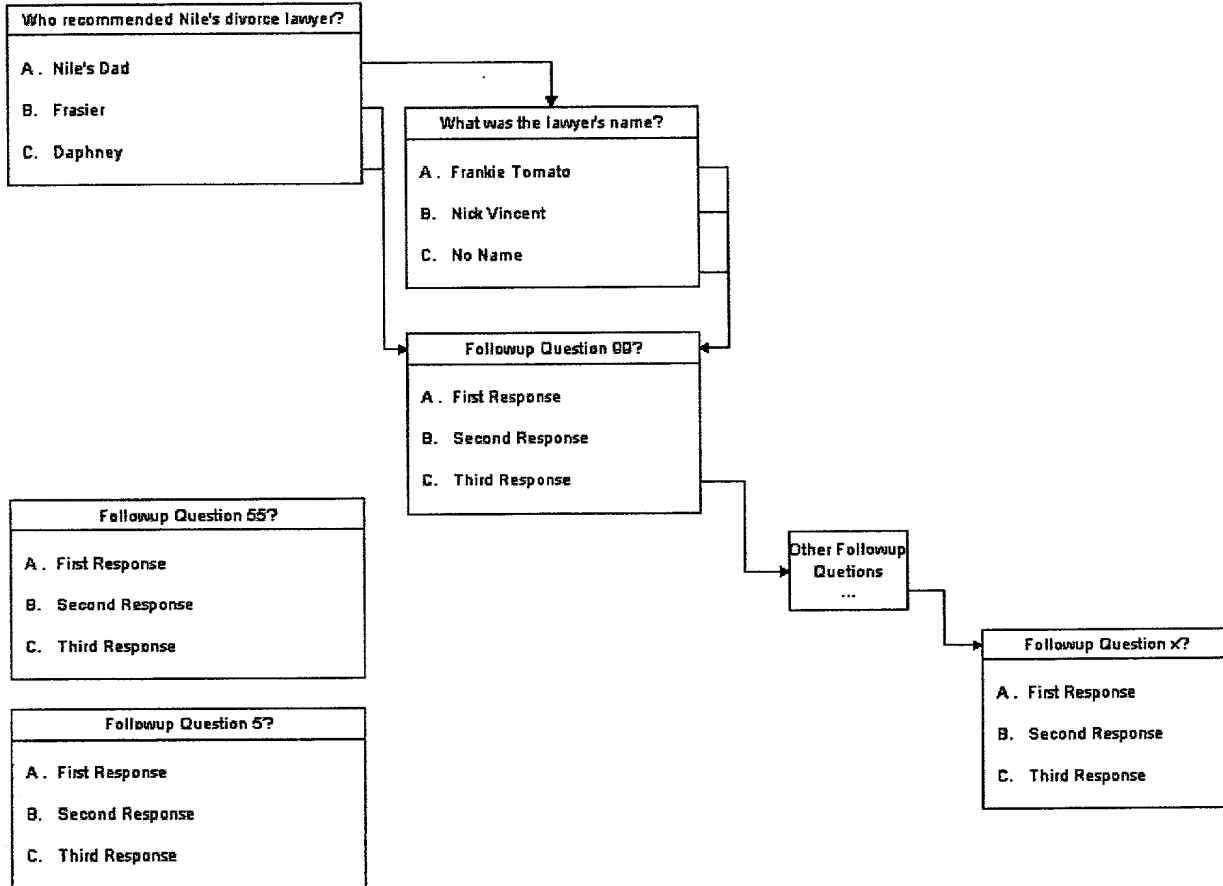


FIG. 3

Atomic Level Questions

Followup Level Questions



NB: Followup questions can themselves be the start of an Atomic Level Question

FIG. 4



Member 15,124

Question:
Do you remember which pasta Ad aired during
the airing of the show?

Responses:

- a) Ragu
- b) Premo
- c) Seven Brothers
- d) Raos

Member 15,124 adds 0



Member 59,967

Question:
Do you remember which pasta Ad aired during
the airing of the show?

Responses:

- a) Ragu
- b) Premo
- c) Seven Brothers
- d) Raos

Member 59,967 adds 1



Member 567

Question:
Do you remember which pasta Ad aired during
the airing of the show?

Responses:

- a) Ragu
- b) Premo
- c) Seven Brothers
- d) Raos

Member 567 adds 0

Brand
Retention Bin



Member 13,001

Question:
Do you remember which pasta Ad aired during
the airing of the show?

Responses:

- a) Ragu
- b) Premo
- c) Seven Brothers
- d) Raos

Member 13,001 adds 1

NB: Analyzing the results: 2 recalled the Ad and 2 Did not. Of the 2 correct responses, 1 was male and 1 was female. Future analysis can be conducted to review, for example, those Member's income level and/or marital status.

FIG. 5

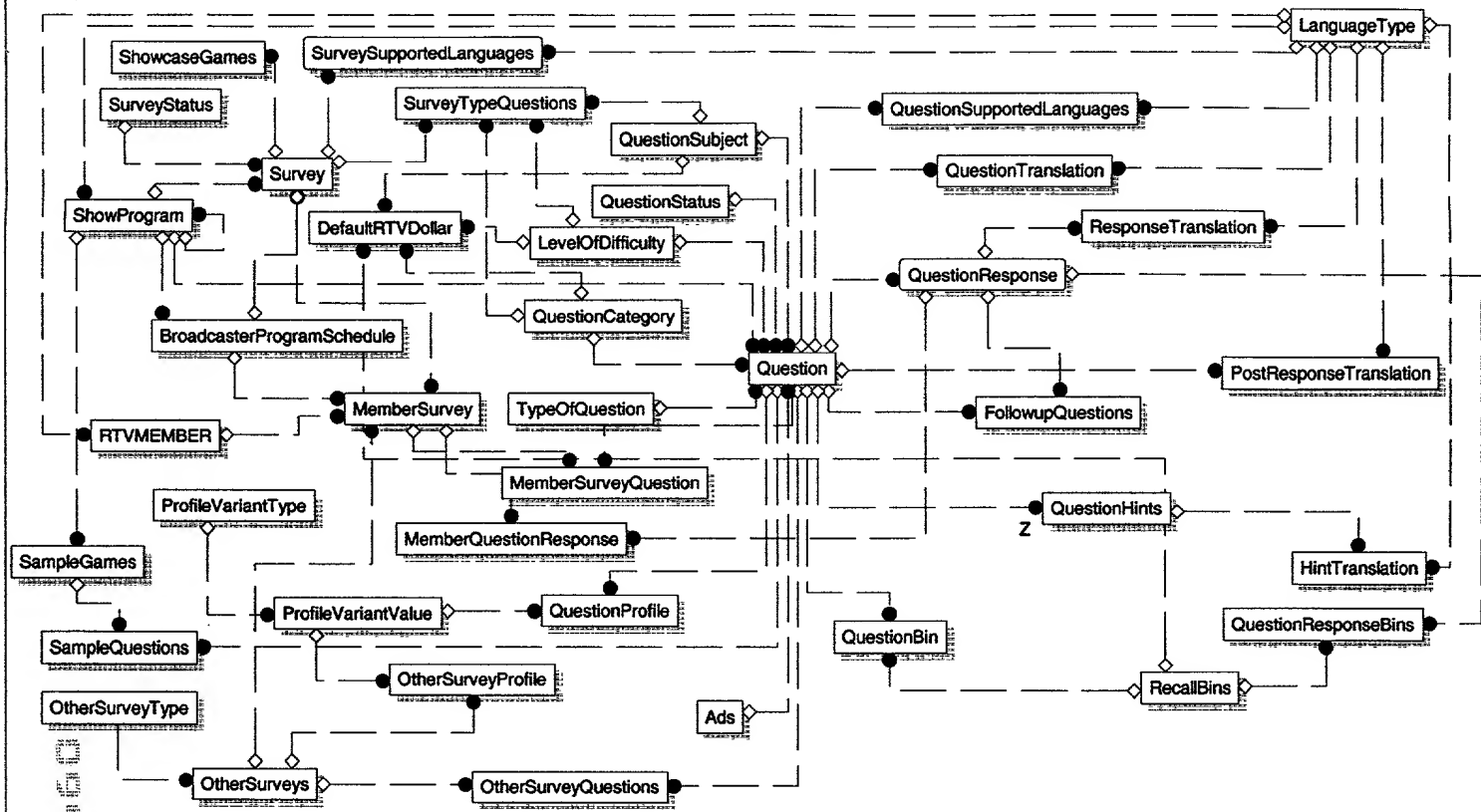


FIG. 6

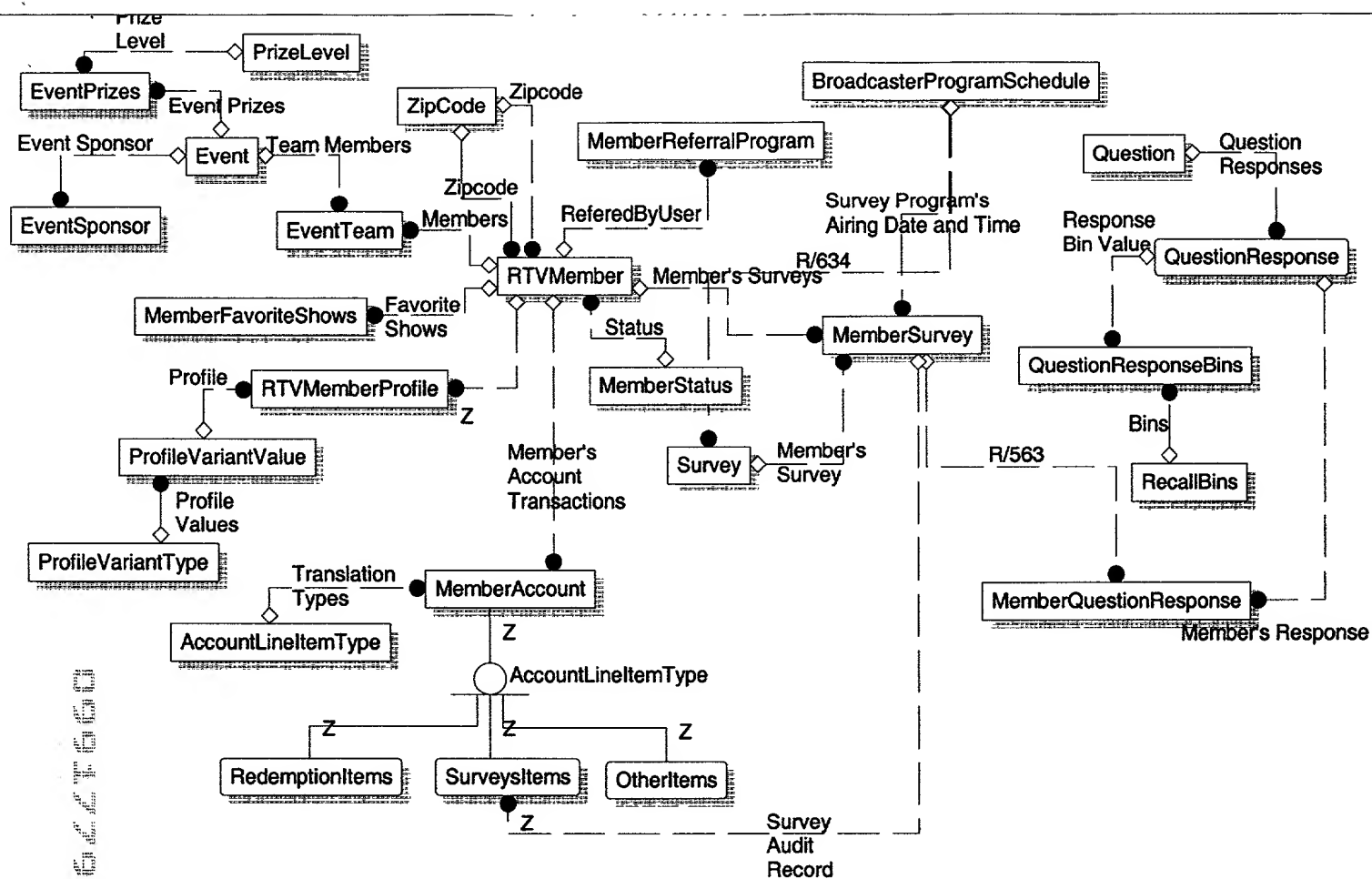


FIG. 7

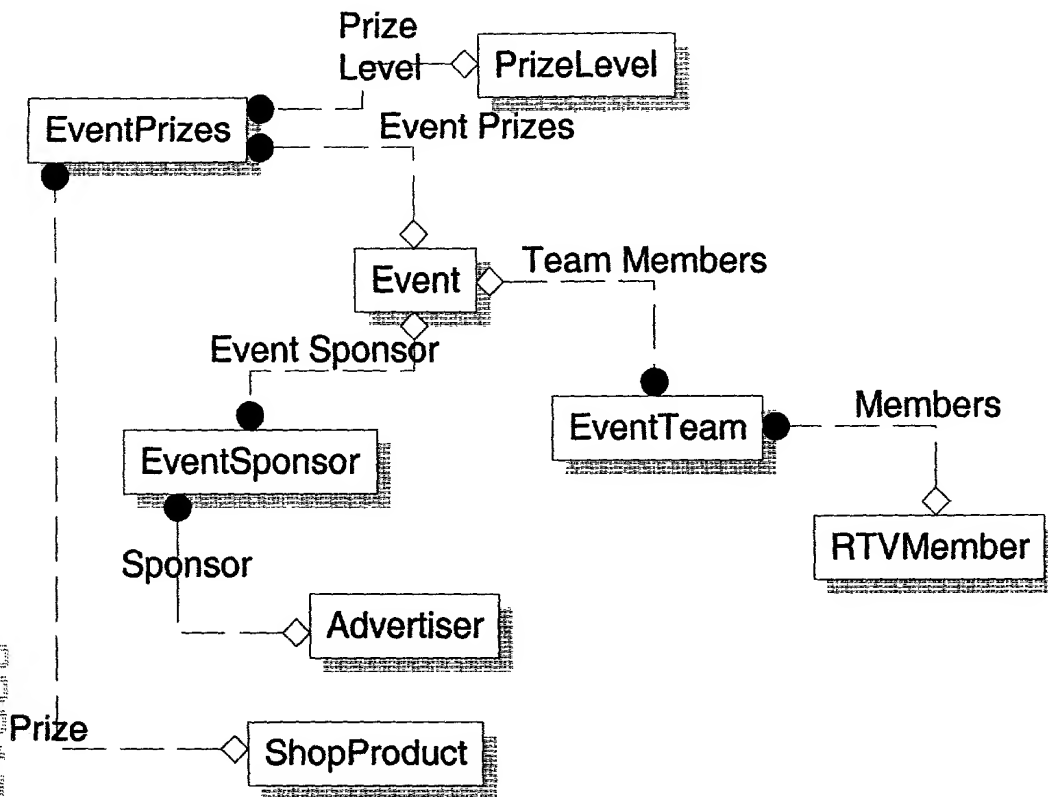


FIG. 8

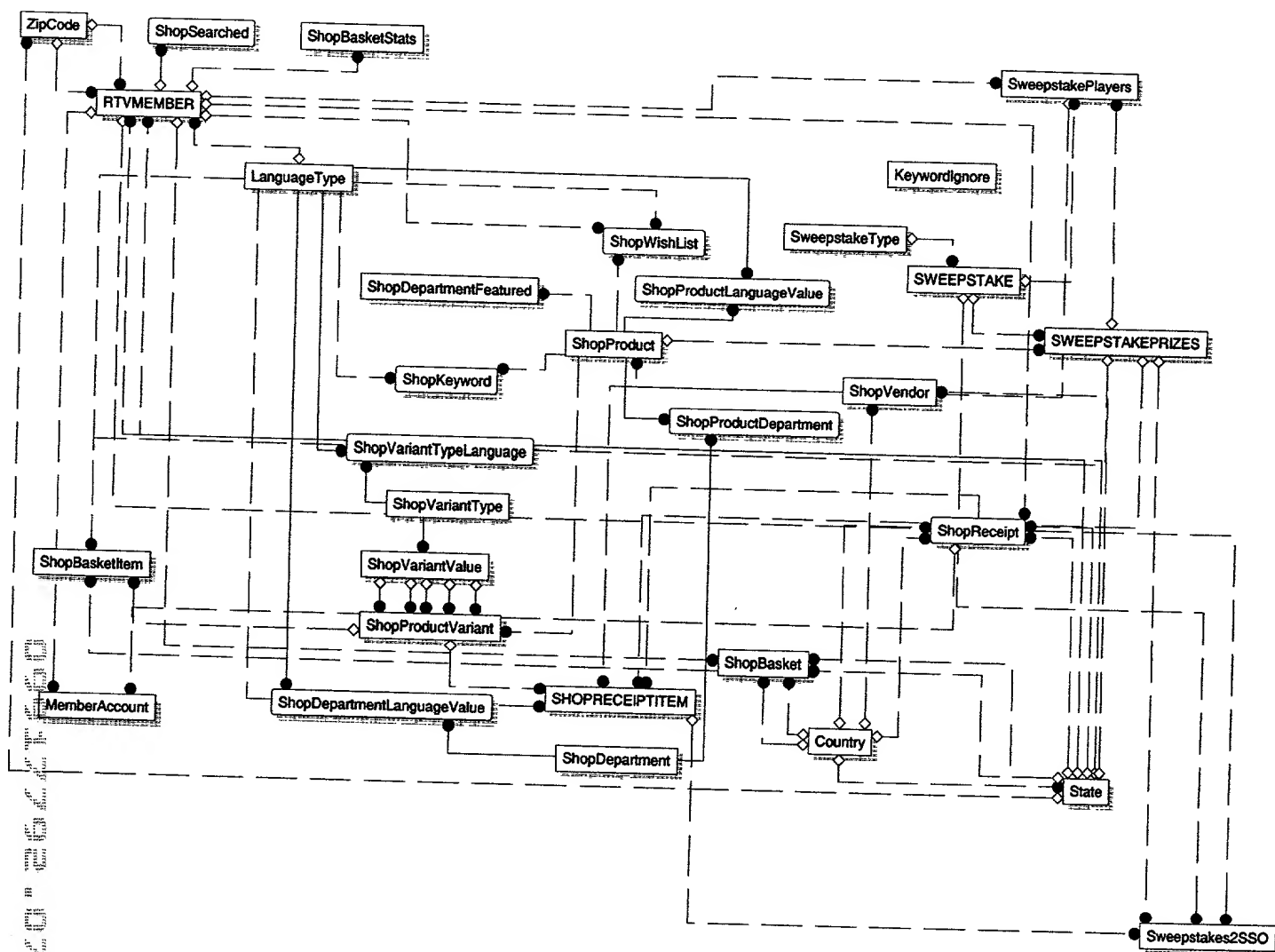


FIG. 9

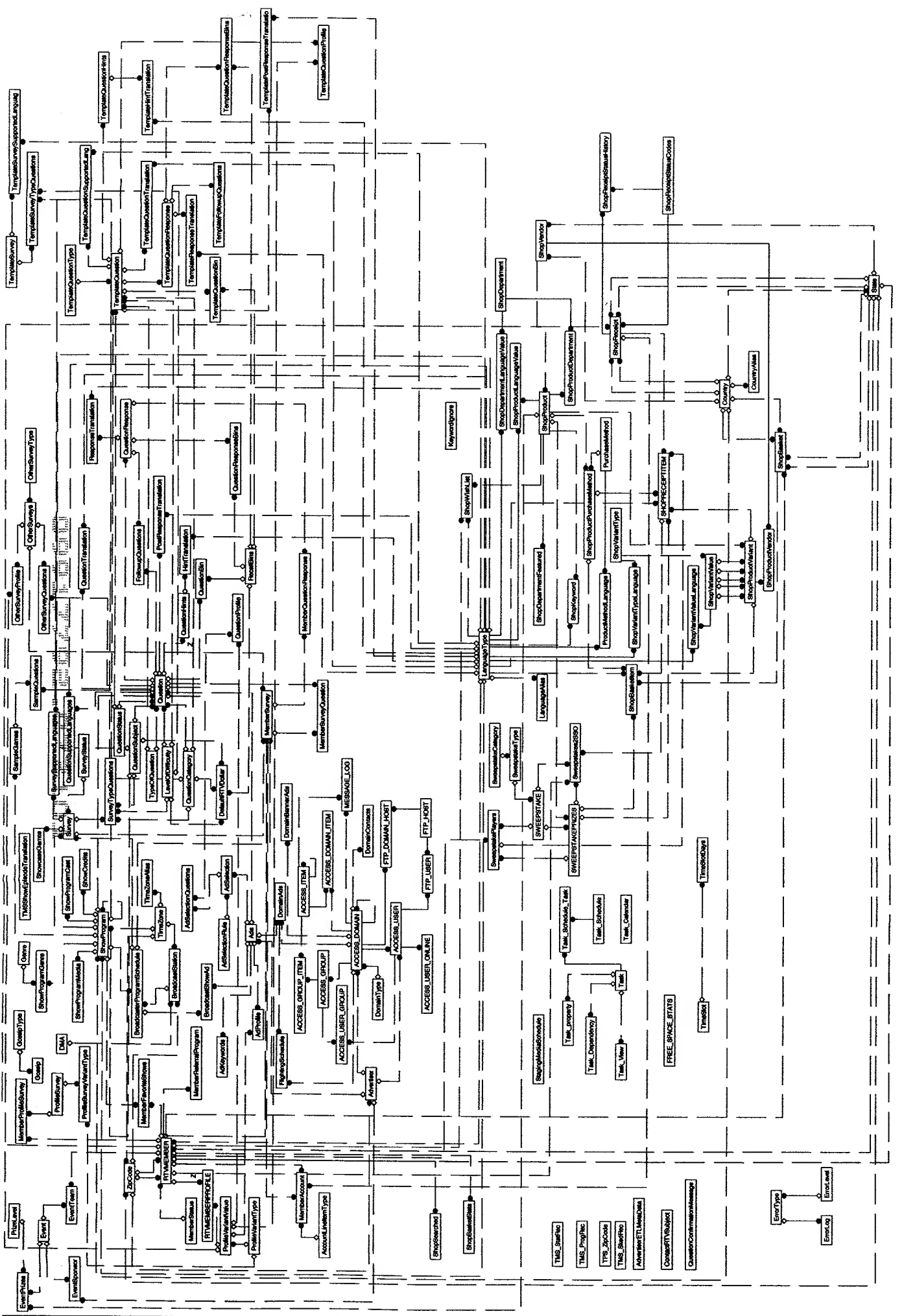


FIG. 10

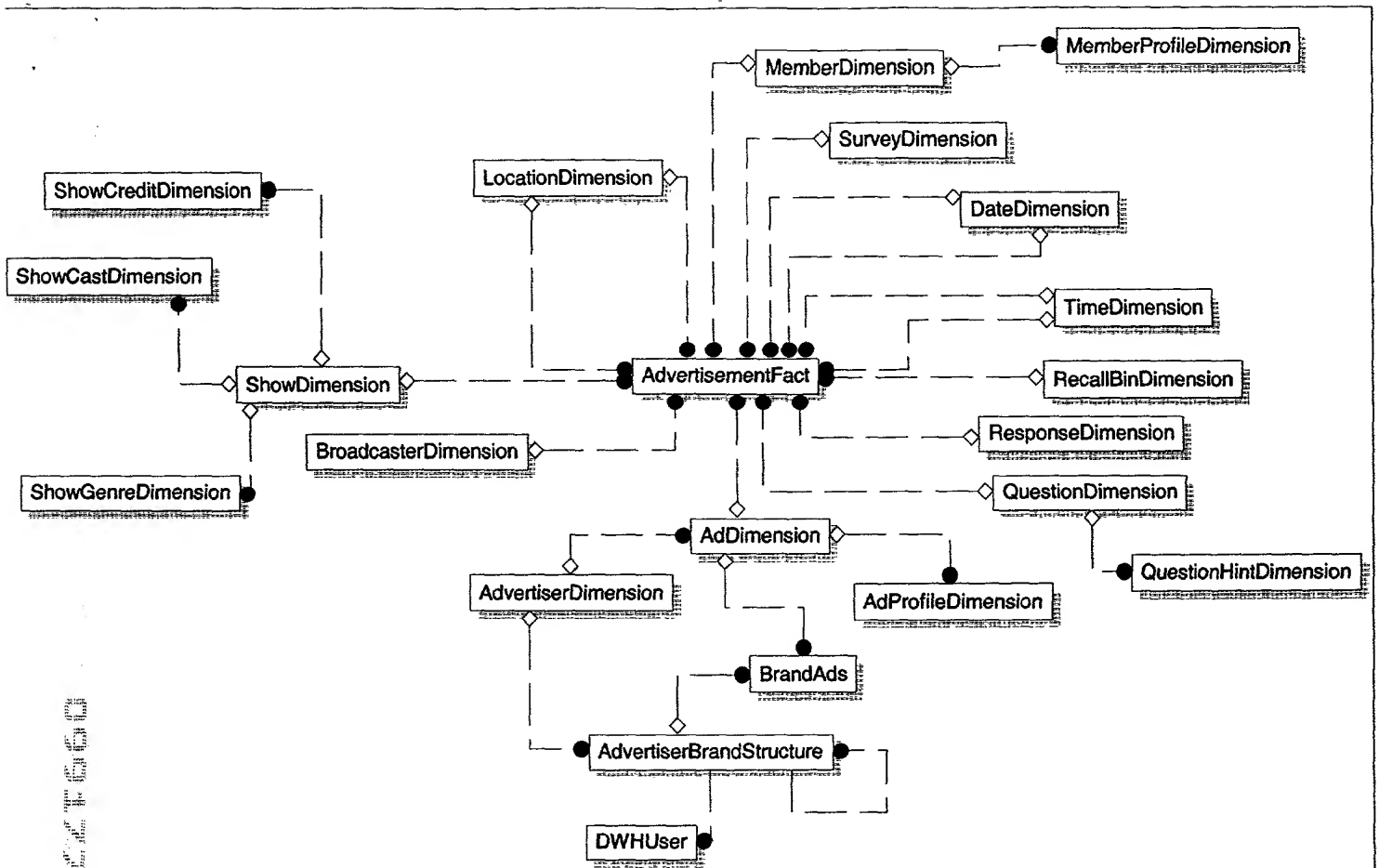


FIG. 12

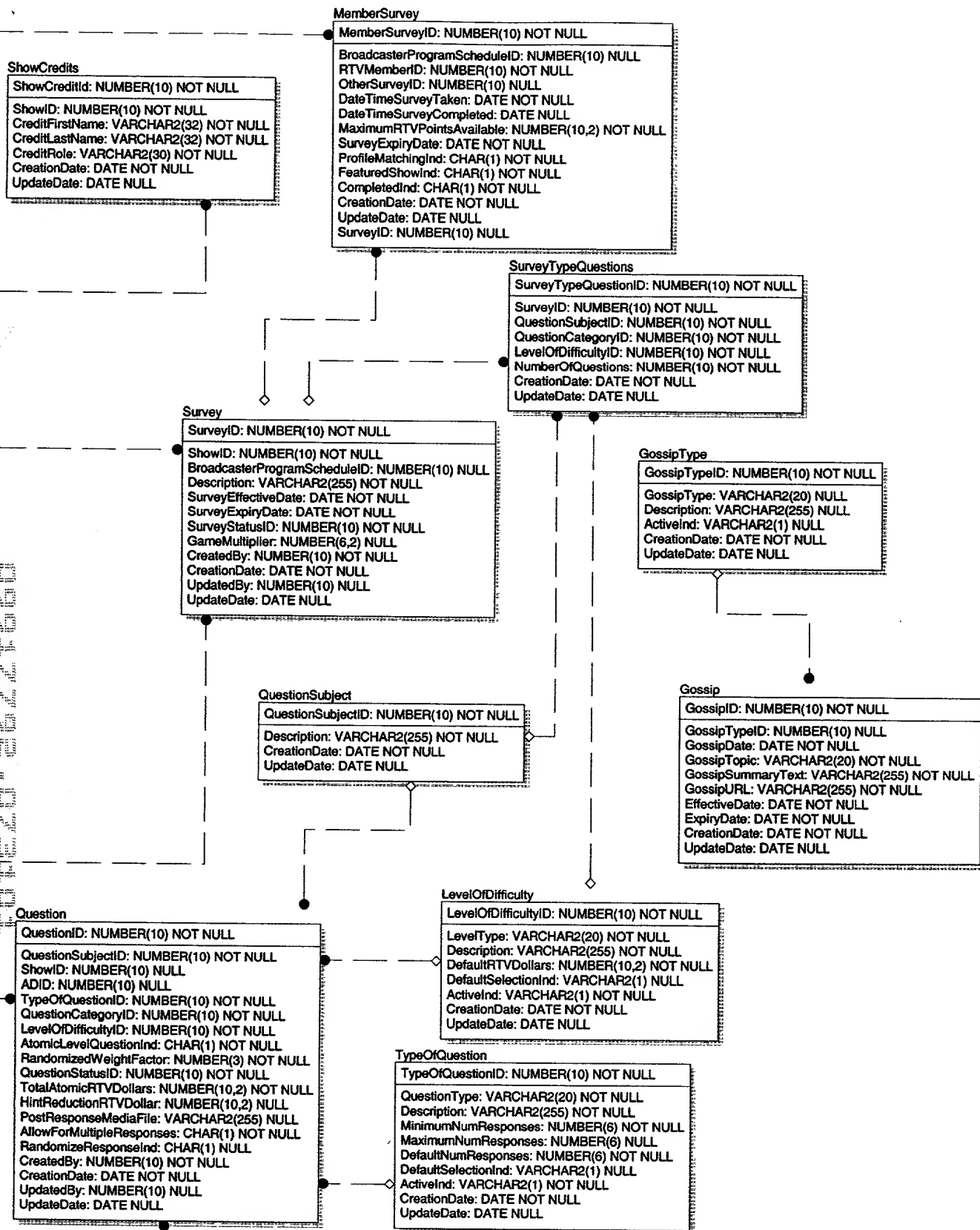


FIG. 13b

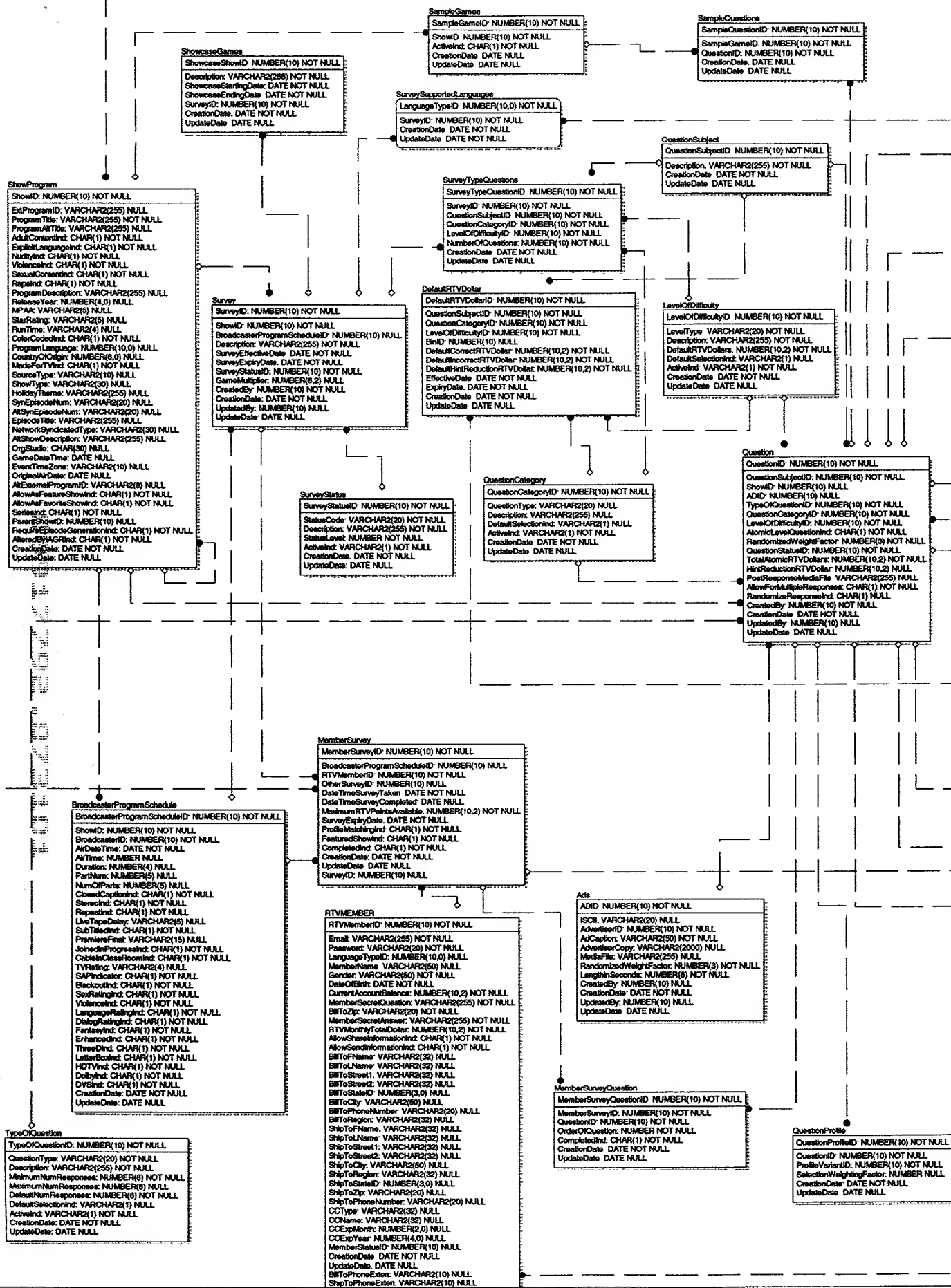


FIG. 14a

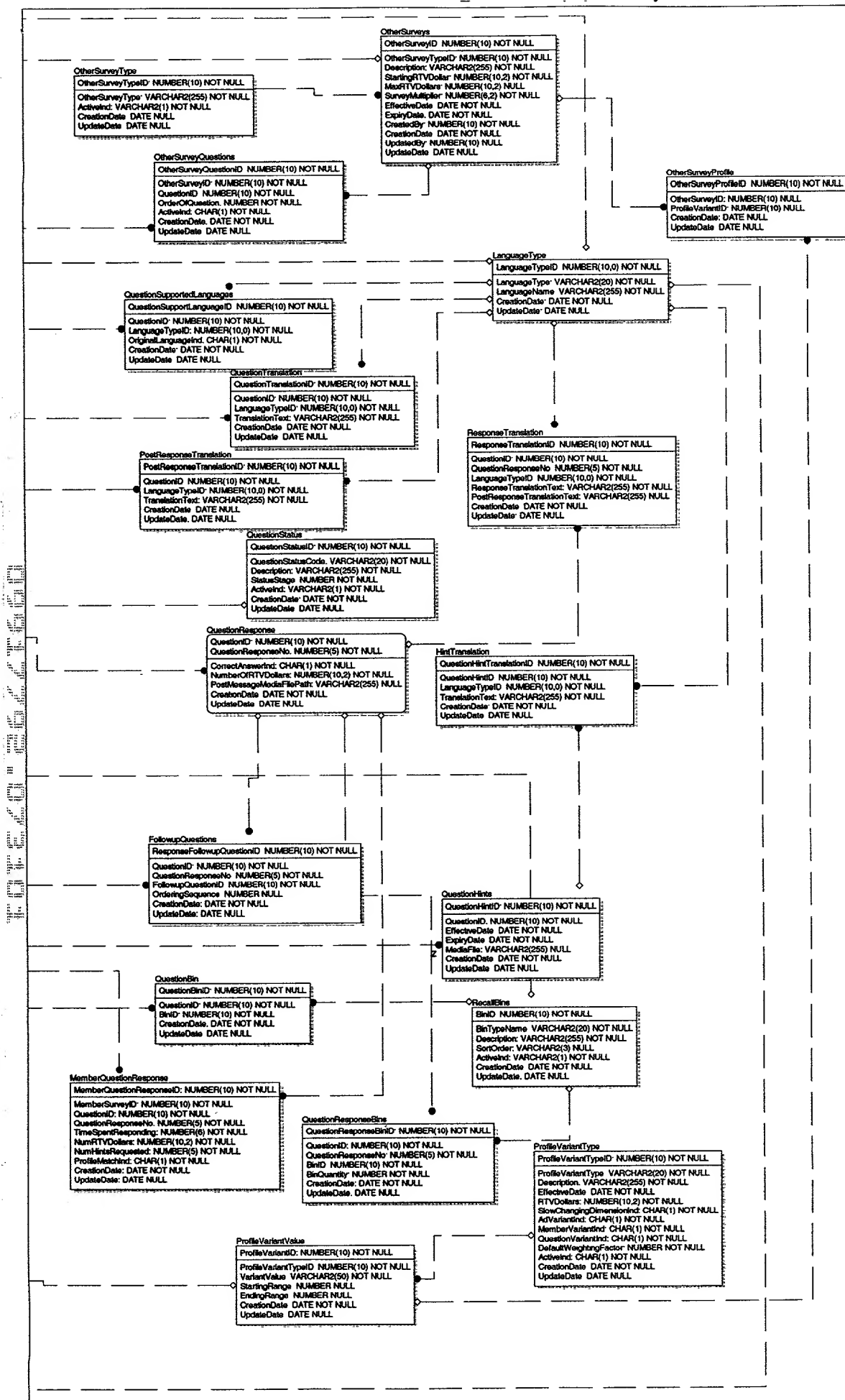


FIG. 14b

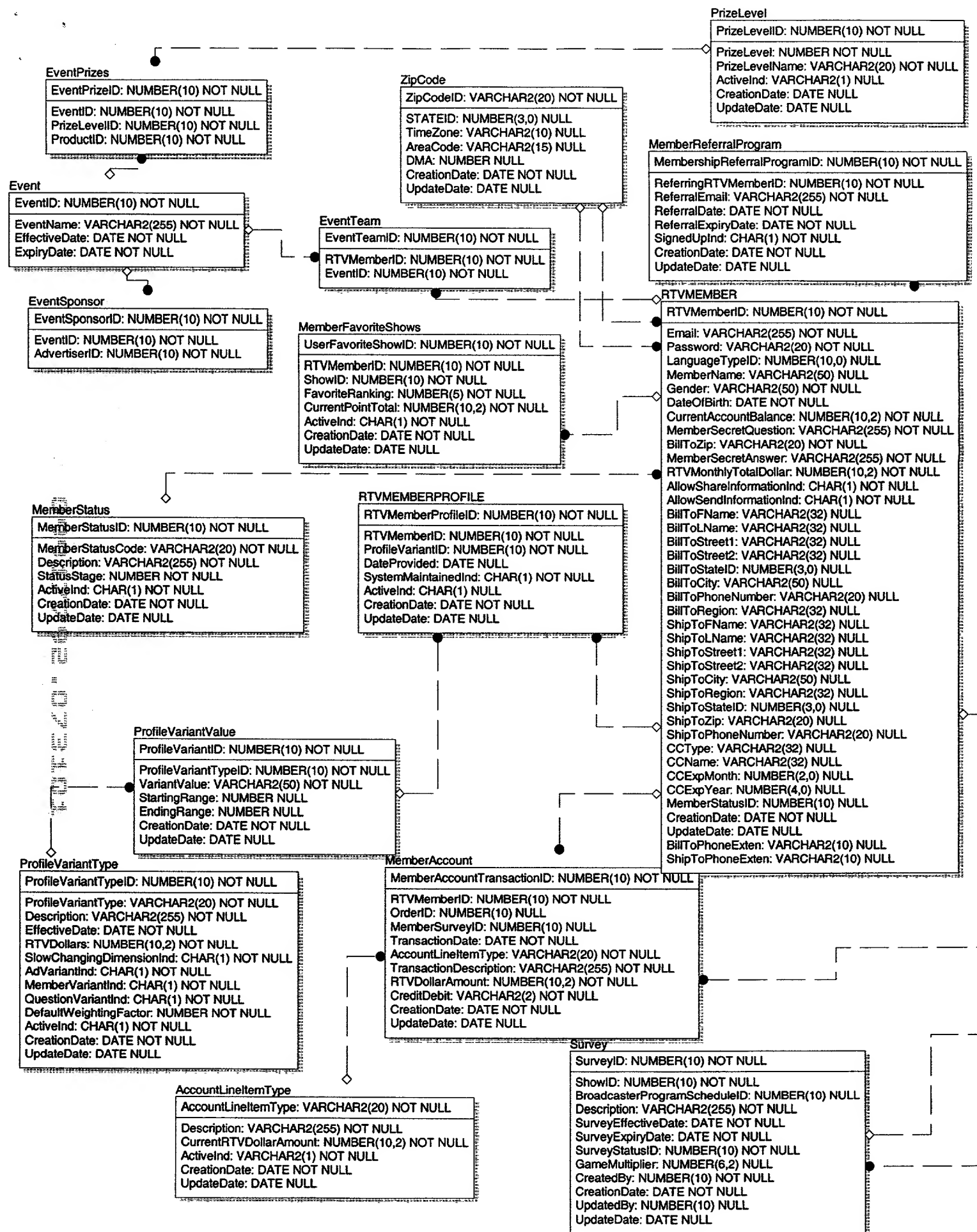


FIG. 15a

BroadcasterProgramSchedule

BroadcasterProgramScheduleID: NUMBER(10) NOT NULL

ShowID: NUMBER(10) NOT NULL
 BroadcasterID: NUMBER(10) NOT NULL
 AirDateTime: DATE NOT NULL
 AirTime: NUMBER NULL
 Duration: NUMBER(4) NULL
 PartNum: NUMBER(5) NULL
 NumOfParts: NUMBER(5) NULL
 ClosedCaptionInd: CHAR(1) NOT NULL
 StereoInd: CHAR(1) NOT NULL
 RepeatInd: CHAR(1) NOT NULL
 LiveTapeDelay: VARCHAR2(5) NULL
 SubTitledInd: CHAR(1) NOT NULL
 PremiereFinal: VARCHAR2(15) NULL
 JoinedInProgressInd: CHAR(1) NOT NULL
 CableInClassRoomInd: CHAR(1) NOT NULL
 TVRating: VARCHAR2(4) NULL
 SAPIndicator: CHAR(1) NOT NULL
 BlackoutInd: CHAR(1) NOT NULL
 SexRatingInd: CHAR(1) NOT NULL
 ViolenceInd: CHAR(1) NOT NULL
 LanguageRatingInd: CHAR(1) NOT NULL
 DialogRatingInd: CHAR(1) NOT NULL
 FantasyInd: CHAR(1) NOT NULL
 EnhancedInd: CHAR(1) NOT NULL
 ThreeDInd: CHAR(1) NOT NULL
 LetterBoxInd: CHAR(1) NOT NULL
 HDTVInd: CHAR(1) NOT NULL
 DolbyInd: CHAR(1) NOT NULL
 DVSInd: CHAR(1) NOT NULL
 CreationDate: DATE NOT NULL
 UpdateDate: DATE NULL

Question

QuestionID: NUMBER(10) NOT NULL

QuestionSubjectID: NUMBER(10) NOT NULL
 ShowID: NUMBER(10) NULL
 ADID: NUMBER(10) NULL
 TypeOfQuestionID: NUMBER(10) NOT NULL
 QuestionCategoryID: NUMBER(10) NOT NULL
 LevelOfDifficultyID: NUMBER(10) NOT NULL
 AtomicLevelQuestionInd: CHAR(1) NOT NULL
 RandomizedWeightFactor: NUMBER(3) NOT NULL
 QuestionStatusID: NUMBER(10) NOT NULL
 TotalAtomicRTVDollars: NUMBER(10,2) NOT NULL
 HintReductionRTVDollar: NUMBER(10,2) NULL
 PostResponseMediaFile: VARCHAR2(255) NULL
 AllowForMultipleResponses: CHAR(1) NOT NULL
 RandomizeResponseInd: CHAR(1) NULL
 CreatedBy: NUMBER(10) NOT NULL
 CreationDate: DATE NOT NULL
 UpdatedBy: NUMBER(10) NULL
 UpdateDate: DATE NULL

QuestionResponse

QuestionID: NUMBER(10) NOT NULL
 QuestionResponseNo: NUMBER(5) NOT NULL

CorrectAnswerInd: CHAR(1) NOT NULL
 NumberOfRTVDollars: NUMBER(10,2) NOT NULL
 PostMessageMediaFilePath: VARCHAR2(255) NULL
 CreationDate: DATE NOT NULL
 UpdateDate: DATE NULL

QuestionResponseBins

QuestionResponseBinID: NUMBER(10) NOT NULL

QuestionID: NUMBER(10) NOT NULL
 QuestionResponseNo: NUMBER(5) NOT NULL
 BinID: NUMBER(10) NOT NULL
 BinQuantity: NUMBER NOT NULL
 CreationDate: DATE NOT NULL
 UpdateDate: DATE NULL

RecallBins

BinID: NUMBER(10) NOT NULL

BinTypeName: VARCHAR2(20) NOT NULL
 Description: VARCHAR2(255) NOT NULL
 SortOrder: VARCHAR2(3) NULL
 ActiveInd: VARCHAR2(1) NOT NULL
 CreationDate: DATE NOT NULL
 UpdateDate: DATE NULL

MemberQuestionResponse

MemberQuestionResponseID: NUMBER(10) NOT NULL

MemberSurveyID: NUMBER(10) NOT NULL
 QuestionID: NUMBER(10) NOT NULL
 QuestionResponseNo: NUMBER(5) NOT NULL
 TimeSpentResponding: NUMBER(6) NOT NULL
 NumRTVDollars: NUMBER(10,2) NOT NULL
 NumHintsRequested: NUMBER(5) NOT NULL
 ProfileMatchInd: CHAR(1) NOT NULL
 CreationDate: DATE NOT NULL
 UpdateDate: DATE NULL

MemberSurvey

MemberSurveyID: NUMBER(10) NOT NULL

BroadcasterProgramScheduleID: NUMBER(10) NULL
 RTVMemberID: NUMBER(10) NOT NULL
 OtherSurveyID: NUMBER(10) NULL
 DateTimeSurveyTaken: DATE NOT NULL
 DateTimeSurveyCompleted: DATE NULL
 MaximumRTVPointsAvailable: NUMBER(10,2) NOT NULL
 SurveyExpiryDate: DATE NOT NULL
 ProfileMatchingInd: CHAR(1) NOT NULL
 FeaturedShowInd: CHAR(1) NOT NULL
 CompletedInd: CHAR(1) NOT NULL
 CreationDate: DATE NOT NULL
 UpdateDate: DATE NULL
 SurveyID: NUMBER(10) NULL

FIG. 15b

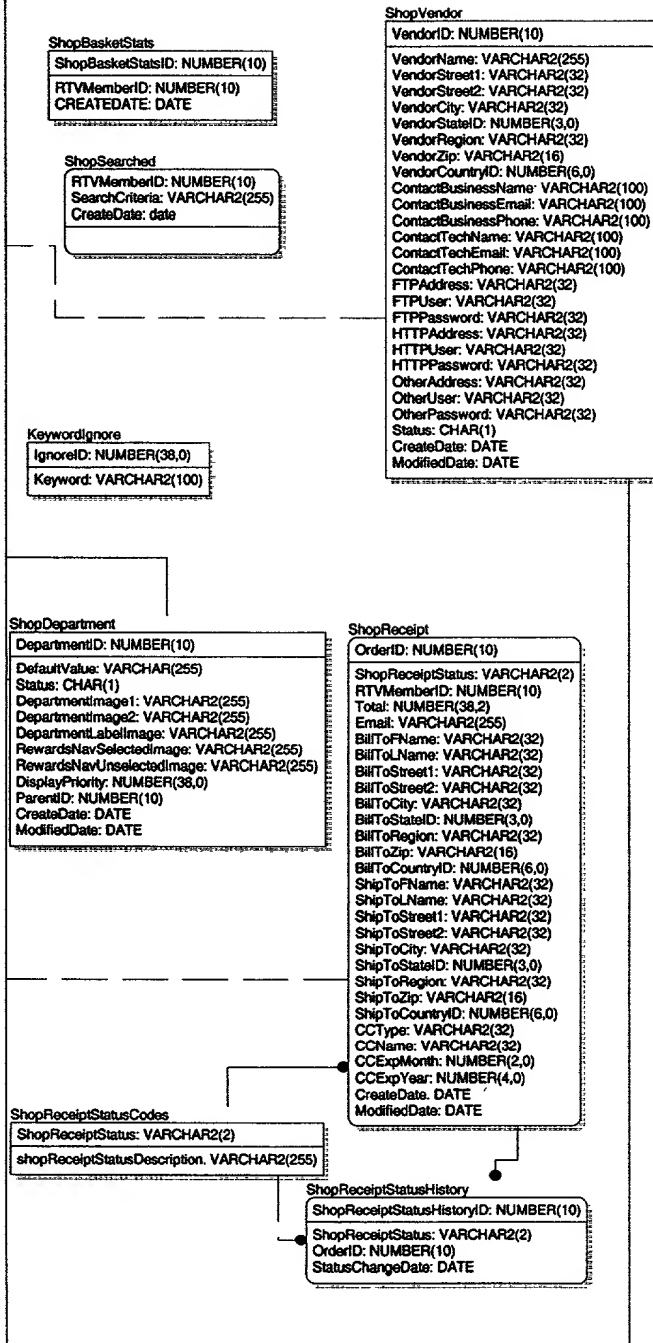
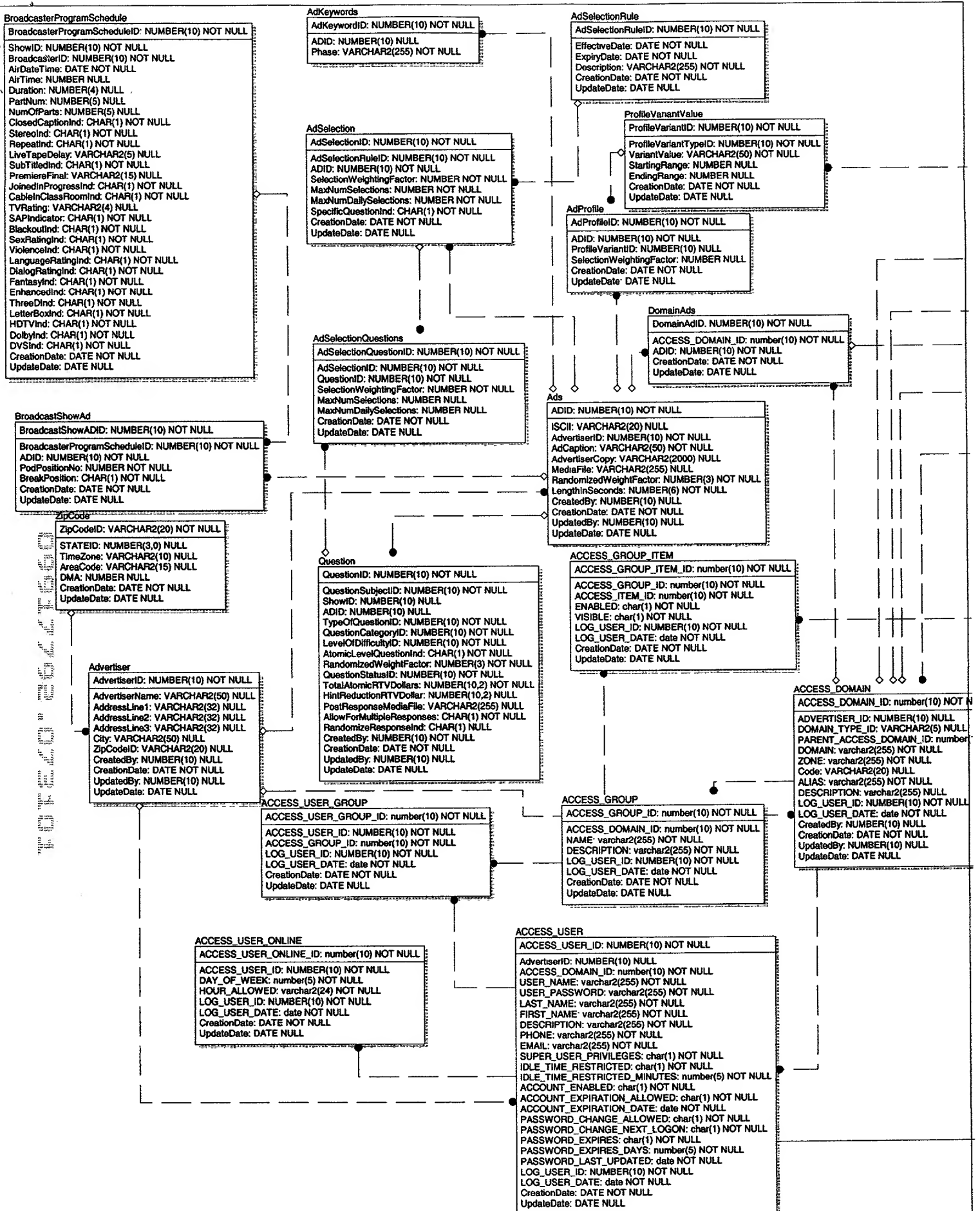


FIG. 16b



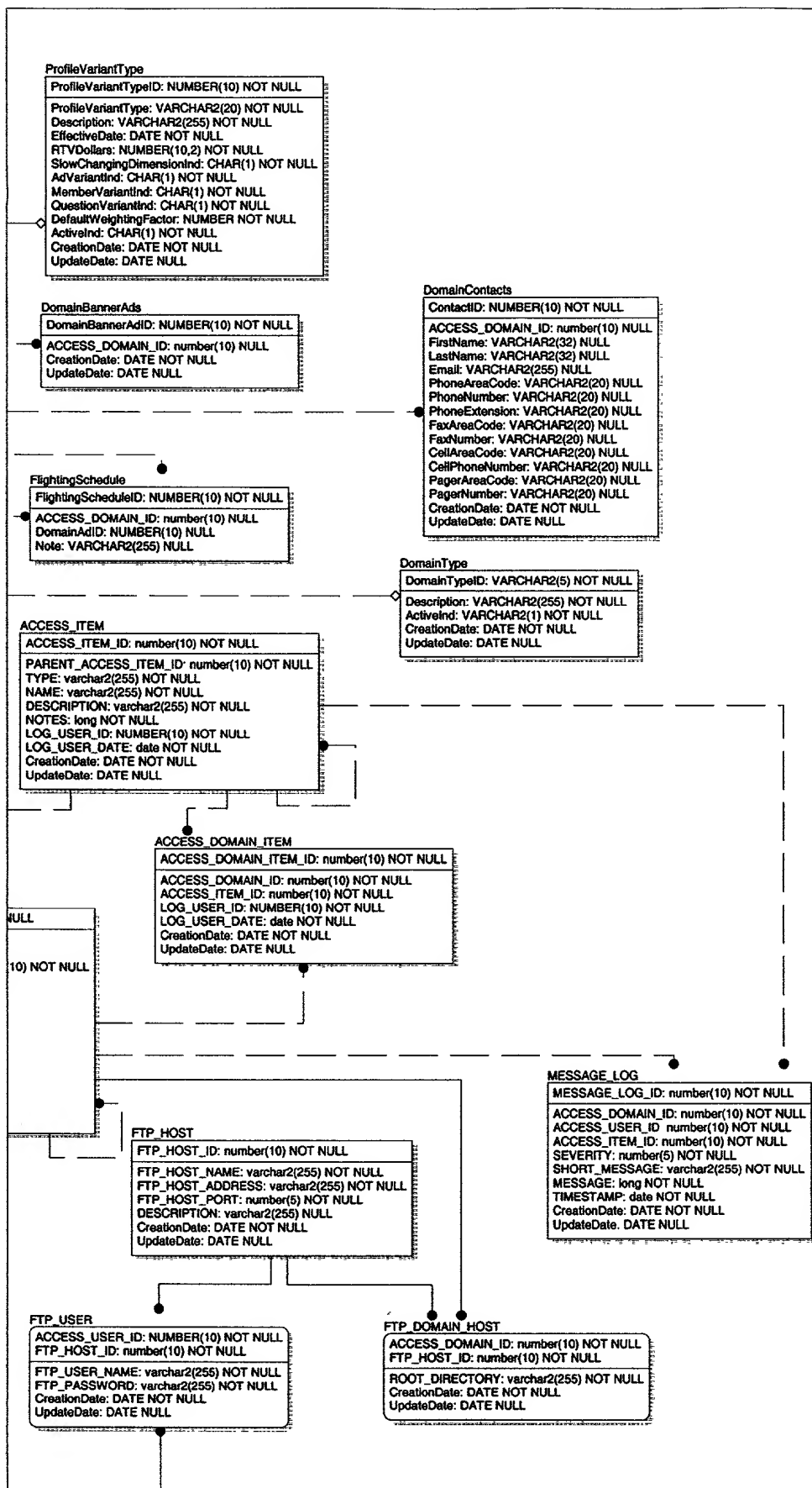


FIG. 17b

